

Message Text

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PAGE 01 TAIPEI 04915 120459Z

ACTION EB-08

INFO OCT-01 EA-07 IO-13 ISO-00 AID-05 CIAE-00 COME-00

FRB-03 INR-07 NSAE-00 USIA-06 TRSE-00 XMB-02

OPIC-03 SP-02 LAB-04 SIL-01 OMB-01 NSC-05 SS-15

STR-04 CEA-01 L-03 H-01 /092 W

-----112027 121310Z /45

R 120430Z AUG 77

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 4623

INFO AMEMBASSY SEOUL

AMEMBASSY TOKYO

USMISSION GENEVA

LIMITED OFFICIAL USE TAIPEI 4915

E.O. 11652: N/A

TAGS: ETRD, JA, TW

SUBJECT: EQUITY CLAUSE IN U.S.-JAPANESE OMA ON COLOR TELEVISION
SETS

REF: (A) TOKYO 10808, (B) STATE 185336

1. EMBASSY HAS INFORMED BOARD OF FOREIGN TRADE OF PRO-
VISIONS OF U.S. JAPANESE OMA AS SET FORTH REF (B).

2. THE ONLY CURRENTLY PLANNED MAJOR INVESTMENTS IN
COLOR TV PRODUCTION FACILITIES WHICH THE EMBASSY HAS
IDENTIFIED ARE THOSE BY PHILIPS, TO PRODUCE COLOR TUBES,
AND GRUNDIG, TO PRODUCE COLOR AND B/W RECEIVERS IN
NANTZE EXPORT PROCESSING ZONE. THE PRODUCTION OF
NEITHER OF THESE FACILITIES IS INTENDED FOR THE U.S.
MARKET, ALTHOUGH SOME COLOR TUBES PRODUCED BY PHILIPS
COULD BE INCORPORATED BY LOCAL PRODUCERS INTO SETS
ULTIMATELY SOLD IN U.S. MARKET.

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3. ACCORDING TO INFORMATION PROVIDED BY LOCAL RCA REP,
THERE APPARENTLY WILL BE A "SURGE" IN EXPORTS FROM
TAIWAN TO THE UNITED STATES DURING 1977-78 IN COMPLETED
COLOR RECEIVERS AND CHASSIS. THE EMBASSY IS ATTEMPTING
TO OBTAIN PRODUCTION AND EXPORT PROJECTIONS OF PRINCIPAL
TAIWAN PRODUCERS AND WILL REPORT SEPTEL. IT SHOULD BE
NOTED THAT THE BULK OF THIS "SURGE" IS ANTICIPATED TO

BE ACCOUNTED FOR BY THE U.S.-INVESTED RCA AND ADMIRAL PLANTS. IT SHOULD BE FURTHER NOTED THAT BOTH RCA AND ADMIRAL'S PRODUCTION PLANS AND PREVIOUSLY REPORTED PHILIPS AND GRUNDIG INVESTMENTS MADE WELL BEFORE THE CONCLUSION U.S.-JAPANESE OMA ON COLOR TV SETS AND APPEAR TO HAVE NO RELATION TO OMA, THOUGH THEY COULD POSSIBLY BENEFIT FROM IT. IN THE OPINION OF RCA REP, CHINESE COMPANIES WOULD HAVE DIFFICULTY MAKING A MAJOR PENETRATION OF U.S. MARKET BECAUSE OF LACK OF MARKETING ORGANIZATIONS AND BRAND-NAME IDENTIFICATION.
UNGER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION, PRODUCTION, EXPORTS, INVESTMENTS
Control Number: n/a
Copy: SINGLE
Sent Date: 12-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TAIPEI04915
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: UPGRADED PER MEMO FROM EA - EVELYN COLBERT 9/5/79
Executive Order: GS
Errors: N/A
Expiration:
Film Number: D770291-0081
Format: TEL
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770865/aaaacdba.tel
Line Count: 73
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: d539f25a-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: 77 TOKYO 10808, 77 STATE 185336
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 03-Jan-2005 12:00:00 am
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1611883
Secure: OPEN
Status: NATIVE
Subject: EQUITY CLAUSE IN U.S. - JAPANESE OMA ON COLOR TELEVISION SETS
TAGS: ETRD, JA, TW
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/d539f25a-c288-dd11-92da-001cc4696bcc
Review Markings:
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